

TECHNOLOGY IS changing...

THEN NOW

We wrote letters



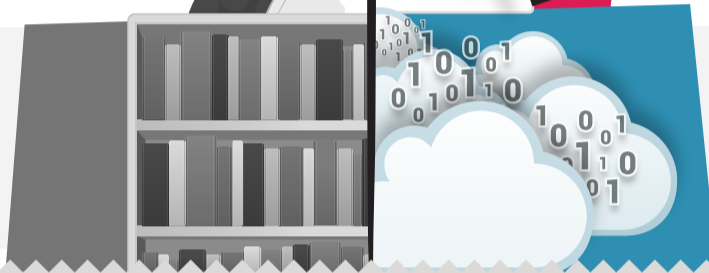
We send messages via **social media**

BUSINESS WAS DONE IN PERSON AND IN PRINT



Business is done **online** using our personal information

We stored information on a bookshelf



We store information **in the cloud**

...so are THE PRIVACY RISKS

166,801 Privacy complaints in **Korea** in 2011-12

92% of **Canadians** say companies should ask permission to track them online

68% of 2012 internet privacy complaints were about social media and smartphone applications in **Hong Kong**

88% increase in public education and outreach in **British Columbia** in 2011-12

30% increase in privacy investigations each year from 2007-12 in **Macau**

\$33.85M assessed in **US** for privacy violations in 2011-12

78% of **Australians** have refused to provide personal information online

65% of school children in **Mexico** learn about online privacy at school

NT **100% increase** in time spent providing privacy advice from 2007-12

QLD **86%** of people think privacy is important when using or installing mobile apps

NSW **300% increase** in privacy enquiries from 2007-12

88% of **New Zealanders** say to punish businesses that misuse personal information

VIC **33%** of complaints in 2011-12 were about data security

What are you **doing** **TO PROTECT** YOUR **PRIVACY?**

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